Monogram Pictures presents

"SWEETHEARTS OF THE U.S.A."

with UNA MERKEL PARKYAKARKUS Donald NOVIS

Lillian CORNELL ★ Judith GIBSON ★ Joel FRIEND

Bobbina WRIGHT, Sr. Jan Garber ★ Henry King ★ Phil Ohman AND THEIR ORCHESTRAS

Produced by LESTER CUTLER Directed by LEW COLLINS Original Story by Mary Sheldon

Screenplay by Arthur St. Claire, Sherman Lowe [illegible] Mary Sheldon

Exploitation

MUSICAL? *And How!* BUT THAT AIN'T ALL

6 Hit Tunes!

The five new melodies illustrated here are being published by the Southern Music Publishing Co. The title tune is being put out by Mills Music, Inc. See that your local music dealer puts these sheets on prominent display. Arrange a display similar to this with him, plugging play date. The picture is "sold" on every copy of the music. If your dealers do not have them yet, write the publishers in New York.

3 Ace Orchestras...

Order these band stills from your Monogram exchange! Display them prominently on all your lobby and window boards.

TOP LEFT: Jan Garber and his NEW orchestra. It's not the old Jan you used to know, it's a brand new orchestra, capable of playing hot or sweet! Let your fans know it's the NEW Garber band, making its screen appearance in the Monogram musical, "Sweethearts of the U. S. A."

CENTER CIRCLE: That crack organization of precision musicians under the direction of Phil Ohman. They play melodies that get your feet moving in tuneful tempo.

LOWER RIGHT: Henry King and his orchestra. Just ask anyone who has danced to his famous rhumbas and they will tell you he is absolutely tops. King's records have long been favorites of the nation. In "Sweethearts of the U. S. A." Henry and the boys satisfy everyone!

...THERE'S PLENTY OF STORY TOO!!! AND LAUGHS GALORE--IT'S GOT EVERYTHING

● STARS

Una Merkel . . . One of the screen's leading comediennes for many seasons . . . Just returned from an extensive U.S.O. tour of the South Pacific with Gary Cooper where they were both a tremendous success with the boys. Parkyakarkus . . . Has a great following of fans from both radio and film audiences . . . Eddie Cantor's favorite stooge for years, he has appeared in many films during the last two years. Donald Novis . . . Back with a voice that is better-than-ever after an enforced absence due to illness. Lillian Cornell . . . Brunette singer with a grand personality . . . Shares vocals with Novis on six new tunes. Vince Barnett . . . Top comedian for years on stage, screen and radio.

● MUSIC

Six swell new tunes introduced in this gay film. Played in the best of style by three topnotch bands—Jan Garber, Henry King and Phil Ohman. Two of the country's top vocalists are on hand to sell the lyrics, too—Donald Novis and Lillian Cornell. And for novelty singing, Parkyakarkus will lay 'em low with the tune—"You Can't Brush Off a Russian." All Music and Lyrics by Lew Pollock and Charles Newman.

● STORY and PRODUCTION

As you will note from the synopsis in the publicity section of this book, there is considerably more plot to this film than in the average musical. There are dramatic, suspenseful, comical, romantic and musical situations skilfully interwoven to make "Sweethearts" a well-balanced menu of entertainment. An original story by Mary Sheldon, production was ably handled by Producer Lester Cutler, Director Lew Collins, Photographer Ira Morgan and Director of Music, David Chudnow.

● GIRLS

Plenty of girl attraction in "Sweethearts of the U. S. A." In addition to Una Merkel and Lillian Cornell, there's Judith Gibson, who is featured in the fashion shot on the opposite page; Marion Martin, blonde glamour gal, whose mere appearance on the screen inspires more whistles than a peanut-vendor hears from his roasting machine in the course of a busy year. There are several more attractive young ladies in the supporting cast and dozens of dancing delightfuls in the night club sequences.

Exploitation

POST THIS FLASHY SHOW CARD IN YOUR LOBBY AND KEEP "SRO" SIGNS HANDY

The sparkling list of entertainers in "Sweethearts of the U. S. A." gives you an opportunity to bill a program of "acts" in the vaudeville-revue manner. Put copy like the following on a 40x60 stand with stills to illustrate. The same copy can also be used for a handbill, with cost paid by some merchant's advertisement on the reverse side.

EVERY ACT A HIT!

★

In the New Year's Gayest Show "SWEETHEARTS OF THE U.S.A."

★

UNA MERKEL

Just returned from a U. S. O. tour of South Pacific where she was voted "Sweetheart of the U. S. A. and South Pacific" by the soldiers she entertained.

PARKYAKARKUS

Eddie Cantor's favorite radio stooge at his screwiest!

DONALD NOVIS

Silver-voiced tenor, introducing six new hit tunes.

LILLIAN CORNELL

Vocalist with Novis on those swell new tunes. She's brunette, trim of figure, AND talented!

COBINA WRIGHT, SR.

Park Avenue's gift to the theatre. Magnetic mother of the glamourous Cobina Jr., in her second picture appearance.

MARION MARTIN

You'll whistle while she works.

VINCE BARNETT

Proving funny things come in small packages.

Judith Gibson and Joel Friend

Doers of Delightful Dancing.

THREE TOP BANDS

JAN GARBER
HENRY KING
PHIL OHMAN

FASHION ART FOR TIEUPS

Here's an attractive picture (500-Pub 5) of Judith Gibson wearing a complete costume, styled and influenced by the military significance of the day. From hat to shoes, the outfit is military of theme. A print of this pose suitable for mounting may be ordered from the PRESSBOOK DEPARTMENT, MONOGRAM STUDIOS, 4376 SUNSET DRIVE, HOLLYWOOD 27, CALIFORNIA. Neatly mounted on cardboard with play date and theatre plug copy below, this makes a nice window card for the fashionable dress shops in your situation. Price is 15 cents for 8x10 size; 65 cents for 11x14, including mailing.

Still No. 500 Pub. 5

Radio 'Spots' Good Investment

Livewire showmen are boosting radio advertising as sure-fire promotion planning. It's particularly a good idea with a big musical like "Sweethearts." See that the announcements are placed during early morning recorded programs and at the supper-hour. Here are three suggestions for presentation of plugs that can be cut for time variations:

FOR 45 SECONDS

Start with music of Jan Garber, Henry King, or Phil Ohman recording for a few bars, fade down music for announcer's voice: YOU ARE LISTENING TO A RECORDING BY JAN GARBER AND HIS ORCHESTRA. THE MAESTRO HIMSELF, AND HIS MUSICAL GANG, MAY BE SEEN NOW WITH UNA MERKEL AND PARKYAKARKUS IN MONOGRAM'S GAY MUSICAL COMEDY FILM, "SWEETHEARTS OF THE U. S. A." AT THE BLANK THEATRE NOW. SIX NEW SONG HITS ARE SUNG BY DONALD NOVIS AND LILLIAN CORNELL TO THE ACCOMPANIMENT OF JAN GARBER, HENRY KING, PHIL OHMAN AND THEIR ORCHESTRAS. PLENTY OF MUSIC AND COMEDY IN "SWEETHEARTS OF THE U. S. A."—BLANK THEATRE NOW. Then bring up music for the rest of time, if any.

FOR 45 SECONDS

Same introduction and handling as above to announcer's voice: NOW YOU MAY SEE AND HEAR THE MUSICAL ORGANIZATIONS OF JAN GARBER, HENRY KING AND PHIL OHMAN AS THEY PLAY SIX NEW HIT TUNES WITH VOCAL SPECIALTIES SUPPLIED BY DONALD NOVIS AND LILLIAN CORNELL IN THE MONOGRAM HIT FILM "SWEETHEARTS OF THE U. S. A." AT THE BLANK THEATRE NOW. PLENTY OF DRAMA AND COMEDY, TOO, BY UNA MERKEL, PARKYAKARKUS, VINCE BARNETT, COBINA WRIGHT SR., AND JUDITH GIBSON. SHAKE THOSE INCOME TAX BLUES BY ATTENDING THE BLANK THEATRE TO SEE "SWEETHEARTS OF THE U. S. A." Music up to end of time.

FOR 30 SECONDS

(Repeat style of radio plugging is driving radio fans nuts, BUT at the same time the idea is selling the product. The Announcer reads this plug, repeating the title twice, but placing the accent on a different word each time.) Announcer, in monologue: SAY, BOSS, HERE'S THE PLUG FOR THAT NEAT MONOGRAM MUSICAL FILM, "SWEETHEARTS OF THE U. S. A." AT THE BLANK THEATRE. HOW'S THIS FOR AN ANNOUNCEMENT? LISTEN—(CLEARING HIS THROAT)—FOR A GRAND EVENING'S ENTERTAINMENT SEE "SWEETHEARTS OF THE U. S. A." (PAUSE) NO? HOW ABOUT "SWEETHEARTS OF THE U. S. A?" (PAUSE) NO? HOW ABOUT SINGING IT? "SWEETHEARTS OF THE U. S. A." (ANY TUNE). WELL, SO YOU DON'T LIKE ANY OF THE IDEAS—I'LL JUST SAY IT'S A GAY, MUSICAL COMEDY FILM THAT EVERYONE SHOULD SEE — I MEAN "SWEETHEARTS OF THE U. S. A." PLAYING AT THE BLANK THEATRE.

DEFENSE PLANTS ELECT OWN "SWEETHEART OF THE U.S.A."

If there are any defense factories near your theatre, promote a contest therein and have the workers elect their own most popular female employee for the title "Sweetheart of the U.S.A." You could promote, also, a prize of tickets or merchandise for the winner. If there is no war plant, make it a citywide contest.

Exploitation

'SWEETHEARTS OF SERVICEMEN'

Incorporate some special stunts into your campaign that will attract the wives and girl friends of our servicemen. They are "The Sweethearts of the U. S. Servicemen." No doubt you are already offering special admission prices to servicemen. Why not offer a similar deal for ladies accompanied by servicemen for this film? If a great percentage of your patronage is servicemen, limit the deal to the first fifty couples. Might also designate different nights when only redheads, blondes and brunettes would benefit by the deal, alternately. Make your offer for as many couples as your situation permits—the first five couples at the box office, or the first one hundred.

★

BARS AND SODA FOUNTAINS FEATURE SWEETHEART DRINKS

Recipe for Blues Chasing Cocktail

1 Part UNA MERKEL

2 Jiggers DONALD NOVIS

1 Jerk PARKYAKARKUS

1 Part LILLIAN CORNELL

Shake well and pour yourself a good measure of fun and music by seeing

"SWEETHEARTS OF THE U. S. A."

Blank Theatre! Now!

Your drugstore soda fountains can feature a similar idea, utilizing what available drink there is and naming it for your show. If possible work the same stunt on a sundae. Of course, plaster the back bars with copy on both picture and featured drink or sundae. Menus should carry mimeographed "tack-on" blurbs plugging both.

★

PEPPY TRAILER WILL SELL 'EM

Nothing will impress your steady patronage more than a fast-moving, flashy sample of what they will actually see on the screen in the complete "Sweethearts of the U. S. A." film when it comes to your theatre. Be assured, the National Screen Service Pre-Vue of this attraction is an example of advanced selling at its best, presenting enticing peeks of the comic situations, the three big orchestras and the girlie floorshow numbers. Don't overlook the best advertising medium available—your own screen! Use the best trailer available, the only one with actual scenes from the picture.

★

Handbill-Valentine's Day Tie-up

If your playdate on "SWEETHEARTS OF THE U. S. A." is around Valentine's Day, Feb. 14, be sure to take advantage of the "natural" you have in tying the title in with a handbill throwaway. If possible have your printer make them up in heart shape. Copy could read: "A VALENTINE SHOW THAT'S A SWEETHEART! . . . "SWEETHEARTS OF THE U. S. A.", etc.

Look over the excellent advertising section of this pressbook and select a mat for your handbill layout.

★

MIDNITE SWING SHIFT SHOW

Tie-up with your local war industries' recreation office. They'll work with you on a SWING SHIFT SHOW FOR SWEETHEARTS OF THE U. S. A. Have them provide talent for a stage show from the war workers. There is usually a wealth of talented entertainers willing to do their part in the proceedings. Be sure also to have the show covered on all plant bulletin boards and in the factory newspaper. Picture theme is woven around a plan to provide war workers with proper recreation, so tie-in this with your approach. Could have contestants imitating Una Merkel's southern accent or Parkyakarkus' famous "Hello, Stranger!"

VALENTINE LOBBY DISPLAY

Collect all the Valentine cards you can and make a display of them for advance lobby board. Have a contest for the most unusual Valentine greeting card your patrons received last Valentine's Day, then use all the cards for your background on front displays. Comic Valentines can be used to illustrate the screwy antics in the picture by PARKYAKARKUS and VINCE BARNETT.

Your local greeting card shop will cooperate on window tie-ups and in your drive to get entries for your "SWEETHEARTS OF THE U. S. A." Unusual Card Contest.

★

'Sweetheart' Bench For Lobby

Promote a park bench from your local park and "plant" it in a live spot in your lobby. Surround the bench with cards and arrows pointing to it with copy reading:

THIS BENCH RESERVED FOR

"SWEETHEARTS OF THE U. S. A." . . .

See the picture here with UNA MERKEL, PARKYAKARKUS, etc., starting Tuesday.

★

Use Initials of Title For Teaser

You have heard the famous slogan "L.S.M.F.T." over the radio. Here is your chance to pull the same kind of campaign thru "off page" newspaper blurbs and lobby teasers. The first letters of "SWEETHEARTS OF THE U. S. A." when put together spell S.O.U.S.A. Copy will say . . .

Band Leader or what???
S.O.U.S.A ??

S.O.U.S.A. ...
? ? ?
coming!

What Does
S. O. U. S. A.
Mean???

As the follow thru in your ads double the size of the first letters and fill in the missing letters. Run the ads in classified section. Make up similar cards for spots in your lobby.

★

Compare New Garber With Old

Provide your local record commentators with platters of the old Jan Garber band and of his new swing band which is featured in "SWEETHEARTS OF THE U. S. A." Stage a "comparison broadcast" . . . play one of the old, and then one of the new records. Discuss the discs and, of course, stress fact that Jan Garber's new orchestra has a featured spot in "SWEETHEARTS OF THE U. S. A." Take advantage of the Henry King recordings and arrange plugs as they are played on the air.

★

RECORD PLAYER IN THEATRE

Promote or utilize the existing P. A. system in front of your theatre. Play records of Garber and King and plug all three bands—Garber, King and Phil Ohman—on your cards calling attention to the music. A tie-up with your local music shops will bring plenty of publicity via the window display route. Get them to furnish records, too.

★

JUKE BOX CARD

Cover each restaurant, tavern and drugstore with cards calling attention to your show. Cards can be made up by printer or mimeographed. They should be small so they can be inserted inside the juke box, close to the list of selections. Suggested copy:

PLAY Your Favorite Record!
SEE Your Favorite Entertainers!

UNA MERKEL! PARKYAKARKUS!
LILLIAN CORNELL! DONALD NOVIS!

all in

"SWEETHEARTS OF THE U. S. A."

with

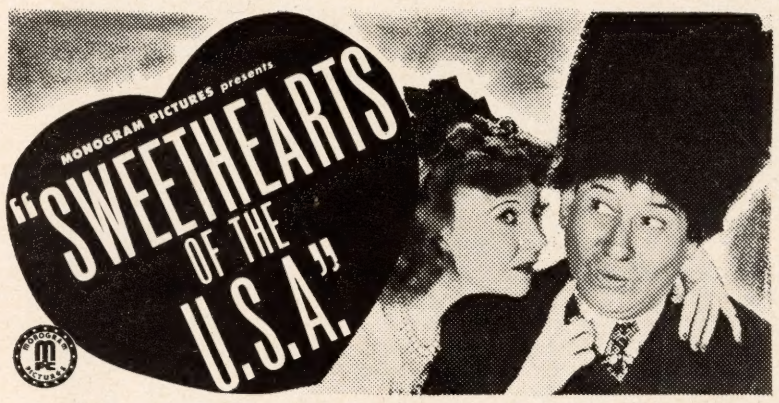
THREE GRAND ORCHESTRAS!
JAN GARBER HENRY KING
and PHIL OHMAN

ADVERTISING

Three Column Ad Mat No. 30

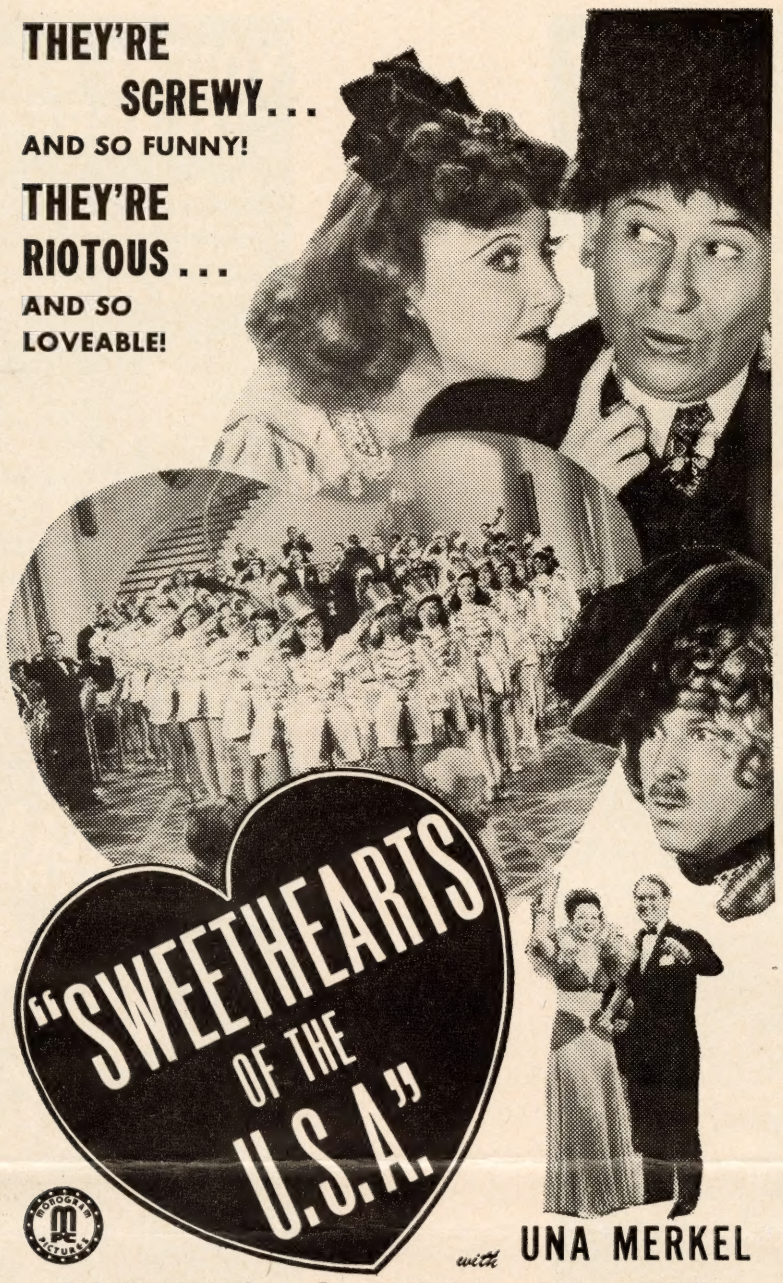
One Col. Ad Mat No. 8

One Col. Ad Mat No. 9

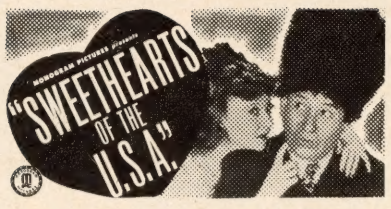


Two Column Ad Mat No. 24

Two Column Ad Mat No. 25

ADVERTISING

Two Column Ad Mat No. 26

One Col. Ad Mat No. 10



One Col. Ad Mat No. 11

One Col. Ad Mat No. 12

Two Column Ad Mat No. 27

ADVERTISING

Two Column Ad Mat No. 28

One Col. Ad Mat No. 13

One Col. Ad Mat No. 14

Two Column Ad Mat No. 29

Publicity

SONGS, COMEDY, GIRLS, BANDS MAKE UP GAY SCREENMUSICAL

(Review)

Tuneful gaiety pervades "Sweethearts of the U.S.A.," the Monogram filmusical which opened an engagement at the ..... theatre last night. It is a thoroughly entertaining picture which is filled with comedy, catchy songs, pretty girls and the lilting music of three of the country's most popular dance orchestras.

Una Merkel plays the featured role in this sprightly melange, and fully lives up to her reputation as one of the screen's most engaging comediennes. Donald Novis returns to motion pictures as the singing mainstay of the piece, and his tenor voice is delightful. Parkyakarkus, the Greek dialectician, carries the principal comedy role with his usual skill, and others who add importantly to the success of the film are Lillian Cornell, Cobina Wright, Sr., Ralph Sanford, Judith Gibson, Joel Friend, Marion Martin, Vince Barnett and Joseph Kirk. Add to this the orchestras of Jan Garber, Phil Ohman and Henry King, and the dancing beauties grouped as the "sweethearts of the U.S.A.," and the total constitutes an outstanding musical production.

Early in the story Parky, a bungling detective, unwittingly helps three bandits rob a local bank, and later he and Miss Merkel become co-managers of a 4-F band. A ghostly old residence which finally becomes a night club is the scene of much of the merriment, and everything comes out all right in the end.

"Sweethearts of the U.S.A." was directed by Lew Collins, and produced by Lester Cutler. The original story by Mary Sheldon was adapted by Arthur St. Claire, Sherman Lowe and Miss Sheldon; and the songs were written by Lew Pollack, Charles Newman and Joe Goodwins. Ira Morgan was in charge of camera work.

"SWEETHEARTS OF THE U.S.A." IS ENTERTAINING FILMUSICAL

(Review)

"Sweethearts of the U.S.A.," the Monogram musical film which opened at the ..... theatre last night, has realized handsomely on its announced purpose. It is intended as pure entertainment, and it is as entertainment that it qualifies in a high degree. It is a thoroughly enjoyable picture.

Una Merkel is featured in the leading role, and this attractive girl with the broad Southern accent is a positive delight. She is representative of a fine cast, which includes the top-ranking tenor singer, Donald Novis; the hilarious Greek comedian, Parkyakarkus; Lillian Cornell, Cobina Wright, Sr., Judith Gibson, Vince Barnett, Marion Martin and many others. Perhaps the outstanding feature of the entire production is its music, which is contributed by the orchestras of three of the country's most popular conductors—Jan Garber, Henry King and Phil Ohman.

The story? It's all about bungling dective Parkyakarkus and the equally inept Miss Merkel, worker in a defense plant, who eventually manage a band, open a night club, get on the track of the missing criminals and otherwise form the centre of a lot of melodious fun. Songs, comedy and pretty girls are not unimportant factors in the proceedings, and the whole thing adds up to a successful film.

Lew Collins directed "Sweethearts of the U.S.A." for producer Lester Cutler, and the picture speaks well for the efforts of both. There are catchy songs by Lew Pollack, Charles Newman and Joe Goodwins, and an amusing story, adapted by Arthur St. Claire, Sherman Lowe and Mary Sheldon from an original story by Miss Sheldon. Photography by Ira Morgan is excellent.

PAIR OF JOKERS

Una Merkel and Parkyakarkus play the leading roles in the Monogram film, "Sweethearts of the U. S. A." at the ..... theatre.
One Col. Scene Mat No. 2

TRAVELING ACTRESS

Film Comedienne Una Merkel is featured in the Monogram filmusical, "Sweethearts of the U. S. A." at the ..... theatre. The actress, just returned from a tour of the South Pacific, was the first woman to entertain the servicemen of that area.
One Col. Scene Mat No. 4

Harmonious Twosome

Donald Novis and Lillian Cornell join vocal talents to introduce six new pulsating tunes in the Monogram film, "Sweethearts of the U. S. A." at the ..... theatre.
One Col. Scene Mat No. 7

MIMIC

Cobina Wright, Sr., who was formerly an opera singer, has a pet dog which continually tries to imitate the vocalizing of his mistress. Mrs. Wright comes to the ..... theatre on ..... in "Sweethearts of the U.S.A.," the rollicking Monogram musical comedy featuring Una Merkel and the orchestras of Jan Garber, Phil Ohman and Henry King.

Three Big Bands In Musical Film

(Advance)

One of the most tuneful musical films of the season comes to the ..... theatre on ....., with the opening performance of the gay Monogram musical film, "Sweethearts of the U.S.A." featuring Una Merkel in the leading role. In addition to a singing cast of principal players, the orchestras of Jan Garber, Phil Ohman and Henry King lend melody to the proceedings.

Aiding Miss Merkel in purveying the entertainment of the film are many such Hollywood favorites as Donald Novis, Parkyakarkus, Lillian Cornell, Relph Sanford, Cobina Wright, Sr., and many others.

The story is a comedy-filled mixture of night clubs, deserted houses, bank robbers, defense plants, 4-F bands and pretty girls, all thrown together in a sparkling bit of unalloyed entertainment. The climax proves as great a surprise to the actors as it does to the audience.

"Sweethearts of the U.S.A." was directed by Lew Collins for producer Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Arthur St. Claire. Sherman Lowe and Miss Sheldon.

Credits

Executive Director ..... TREM CARR
Produced by ..... LESTER CUTLER
Associate Producer ..... MAX KRAVETZ
Directed by ..... LEW COLLINS
Original Story by ..... MARY SHELDON
Screenplay by ..... ARTHUR ST. CLAIRE
SHERMAN LOWE and MARY SHELDON
Photography by ..... IRA MORGAN
Technical Drector ..... DAVE MILTON
Musical Director ..... DAVID CHUDNOW
Film Editor ..... GEORGE M. MERRICK
Sound Recording ..... CORSON JOWETT
Original Words and Music by .....
..... LEW POLLACK and CARLES NEWMAN
"Sweethearts of the U. S. A." by .....
..... LEW POLLOCK and JOE GOODWINS

The Cast

Patsy ..... UNA MERKEL
Parky ..... PARKYAKARKUS
Don Clark ..... DONAL NOVIS
Helen Grant ..... LILLIAN CORNELL
Loretta ..... JUDITH GIBSON
Bill Craige ..... JOEL FRIEND
Mrs. Carver ..... COBINA WRIGHT, SR.
Josephine ..... MARION MARTIN
Clipper ..... VINCE BARNETT
Gilhooley ..... RALPH SANFORD
Napoleon ..... JOSEPH KIRK

Playing supporting roles are: Georgann Smith, Joe Devlin, Edmund Cobb, Dorothy Bradshaw and Charles Williams.

Featuring
JAN GARBER HENRY KING PHIL OHMAN
AND THEIR ORCHESTRAS

The Story--A Sweet Treat

(Not for Publication)

Patsy Wilkins, worker in a defense plant, is a thorn in the side of Gilhooley, personnel manager, because of her ineptness and general inefficiency. She meets Parkyakarkus, bungling detective who has just been fired from the local force after unwittingly helping three bandits rob a local bank. Helen Grant, night club singer and Patsy's roommate, joins the WACS, but Patsy is unable to make the grade. Parkyakarkus gets a clue to the whereabouts of the crooks, and sends the girls to his residence for some of his detection apparatus. On the way they meet two friends—bandmaster Henry King, and Don, his drummer and also boyfriend of Helen. Going to the house where Parky has his quarters, the four find that it is inhabited by an assorted collection of ghosts, who apparently are on good terms with the living lodgers in the place. Having been rejected by the Army, King and Don organize a 4-F band, with Parkyy as manager and Patsy as his assistant. The rich Mrs. Carver, owner and former occupant of the ghostly old mansion, learns that band music has been heard coming from the house, but decides not to turn out the intruders when they ask her to turn over the place as a night club for the entertainment of the town's defense workers. Parky and Patsy later catch the crooks, who are also living in the old house, and Patsy is selected as the defense plant's latest Sweetheart of the U.S.A. when she discovers a new manufacturing process.

BACKGROUND

Donald Novis was formerly tenor soloist on the "Fibber McGee and Molly" and Woodbury Soap radio programs, and also starred in his own broadcasts over NBC. Novis comes to the ..... theatre on ..... in "Sweethearts of the U.S.A.," Monogram's gay musical film which features Una Merkel and the orchestra music of Jan Garber, Phil Ohman and Henry King.

GARDENER

Lillian Cornell is an enthusiastic amateur flower grower, and her Hollywood garden specializes in bowers of azaleas and roses. Miss Cornell comes to the ..... theatre on ..... in "Sweethearts of the U.S.A.," Monogram's rollicking musical comedy featuring the orchestras of Jan Garber, Phil Ohman and Henry King, and a cast headed by Una Merkel, Donald Novis and Parkyakarkus.

POSSESSOR OF HIDDEN CHARMS

Parkyakarkus has a way with the fairer sex as is proven in this scene from the Monogram musical film, "Sweethearts of the U. S. A." at the ..... theatre now.
Two Column Scene Mat No. 22

Publicity

COMICS, MUSICIANS ON LOCAL SCREEN

Parkyakarkus, Una Merkel, Henry King and Donald Novis in a scene from Monogram's sparkling filmusical, "Sweethearts of the U. S. A." on the screen at the ..... theatre.
Two Column Scene Mat No. 23

LONG TRAINING AS PIANIST BEGAN BAND LEADER'S CAREER

Six years in New York as a piano pupil of the famous Walter Damrosch could not fail to give Henry King a thorough grounding as a musician. But that was only the start.

King comes to the screen of the ..... theatre on ..... at the head of one of the three top-flight orchestras appearing in "Sweethearts of the U.S.A.," the rollicking Monogram musical film which presents Una Merkel at the head of an exceptional cast.

After his years under Damrosch, King went to London to study with the noted composer and teacher, Arthur Newstead, and here he began his first association with dance bands. Studying the classics by day, he frequently relaxed in the evening by taking over the piano of the orchestra at some exclusive dance club.

By the time he returned to America, King had determined to form his own dance band, and shortly after played his first engagement at the Post Lodge in Westchester, New York. His next engagement covered four years at the Embassy Club in Miami, Florida, and this set the pattern for his future success. In addition to appearing for long periods at many of the leading hotels of the United States, he has played extended engagements with the Burns & Allen and other radio programs.

In addition to King, Jan Garber and Phil Ohman also appear with their bands in "Sweethearts of the U.S.A.," and the acting cast with Miss Merkel includes Donald Novis, Parkyakarkus, Lillian Cornell, Cobina Wright, Sr., and many others. Lew Collins directed for producer Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Arthur St. Claire, Sherman Lowe and Miss Sheldon.

SINGER

Donald Novis several years ago won the $5,000 Atwater Kent audition for singers, and was subsequently one of the most popular soloists who ever appeared in Southern California, singing for long engagements in the leading hotels of Los Angeles and Hollywood. Novis comes to the ..... theatre on ..... in the principal singing role of 'Sweethearts of the U.S.A.," the Monogram musical film which features Una Merkel at the head of an outstanding cast.

BOUQUET

Helen Hayes and Una Merkel became close friends during the two years they appeared together in "Coquette," and the latter still treasures a wedding bouquet tossed to her by Miss Hayes at the time of her marriage to Charles MacArthur. Miss Merkel comes to the ..... theatre on ..... in the featured role of "Sweethearts of the U.S.A.," Monogram's gay musical film which presents the orchestral melodies of Jan Garber, Phil Ohman and Henry King.

POPULAR BANDMAN

Phil Ohman leads his musical gang through their capers in the current attraction at the ..... theatre, "Sweethearts of the U. S. A." Monogram's sparkling filmusical.
One Col. Scene Mat No. 6

LONG-DISTANCE

Lillian Cornell, in a National Broadcasting Company studio in Chicago, in 1940 gave a long-distance audition over a private wire for the benefit of film director Mark Sandrich, who was listening at NBC headquarters in Hollywood —and who promptly engaged her for her screen debut in "Buck Benny Rides Again." Miss Cornell comes to the ..... theatre on ..... in 'Sweethearts of the USA.," the tuneful Monogram filmusical featuring Una Merkel and the orchestras of Jan Garber, Phil Ohman and Henry King.

SUGGESTION

If possible, have your newspaper run the three mats of the orchestra leaders in the same layout. Straight across the page or vertically, either way makes an impressive photo arrangement.

BAND LEADER WAS FAMOUS AS MEMBER OF PIANO TEAM

One of the most famous popular piano players in the United States is Phil Ohman, for 18 years a member of the piano team of Ohman and Arden.

The talented Ohman comes to the ..... theatre on ..... as the conductor of one of the three outstanding orchestras appearing in "Sweethearts of the U.S.A.," the gay Monogram musical film which features Una Merkel at the head of an unusual cast of screen favorites.

Having studied piano all through his youth, Ohman went to New York after serving in the first World War, and for a year was first pianist with Paul Whiteman's orchestra. Then he met Victor Arden, and as Ohman & Arden they made their debut at "Roxy's" Capitol theatre as Broadway's first piano team. In the years which followed the duo made records for all the phonograph companies, recorded for many player-roll concerns and appeared in many great musical comedies, including, "Lady, Be Good," "Oh Kay," Heads Up" and "Spring Is Here."

Later forming his own orchestra, Ohman for three years appeared nightly at Hollywood's famous Trocadero, and has since composed songs and musical scores for many important motion pictures. For the past three years, Phil Ohman and his orchestra have been the attraction at the Cafe Mocambo in Hollywood.

Other orchestras appearing in "Sweethearts of the U.S.A." are the musical aggregations of Jan Garber and Henry King. The cast appearing with Una Merkel includes Donald Novis, Parkyakarkus, Lillian Cornell and Cobina Wright, Sr. Lew Collins directed for producer Lester Cutler, and the screenplay was written by Mary Sheldon, Arthur St. Claire and Sherman Lowe from an original story by Miss Sheldon.

GENIAL JAN GARBER

Maestro Jan Garber appears with his orchestra in the Monogram filmusical, "Sweethearts of the U. S. A." at the ..... theatre.
One Col. Scene Mat No. 3

Fine Cast In Musical Film

An exceptional cast appears in "Sweethearts of the U.S.A.," the Monogram musical film which comes to the ..... theatre on ..... Una Merkel is featured in the leading role, and other parts are played by Donald Novis, Parkyakarkus, Lillian Cornell, Cobina Wright, Sr., Joel Friend, Judith Gibson, Ralph Sanford, Vince Barnett, Marion White and the orchestras of Jan Garber, Phil Ohman and Henry King. Lew Collins directed for producer Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Arthur St. Claire, Sherman Lowe and Miss Sheldon. The many catchy songs in the production were written by Lew Pollack, Charles Newman and Joe Goodwins.

MUSIC MASTER

Orchestra leader Henry King appears with his musical organization in the Monogram picture, "Sweethearts of the U. S. A." at the..... theatre. **Scene Mat No. 5**

JUMBO STAR

Donald Novis was the star of "Jumbo," the Billy Rose production of some years ago which was really a circus inside a theatre, and played at the gigantic Hippodrome in New York City. Novis will be seen on the screen of the ..... theatre on ..... as the leading volcalist of "Sweethearts of the U.S.A.," the Monogram screenmusical featuring Una Merkel.

Cobina Wright, Sr. Now on Screen

It was simply an afterthought that caused Cobina Wright, Sr., to become a motion picture actress. It all started after she had officiated at a similar debut for her daughter, Cobina, Jr., and the latter had sometime afterward married and retired (temporarily) to start raising a family.

The senior Cobina Wright, in her second screen appearance, comes to the ..... theater on ..... in "Sweetharts of the U.S.A.," the gay Monogram screenmusical which features Una Merkel at the head of an unusual company of entertainers.

Mrs. Wright's husband was formerly one of America's wealthiest men, with a string of brokerage houses, yachts and mansions, who was wiped out financially in the stock market crash of 1929. Mrs. Wright soon found herself singing for a living in grand opera, after she had already taken her daughter out of a fashionable school, enrolled her for theatrical lessons, and finally for training in singing, too. But it was not until Junior had made a hit in motion pictures that her mother conceived the idea of doing likewise. She is succeding very well.

In addition to Cobina Wright, Sr., the cast appearing with Una Merkel in "Sweethearts of the U.S.A." includes Donald Novis, Parkyakarkus, Lillian Cornell, Marion Martin and Judith Gibson, as well as the orchestras of Jan Garber, Henry King and Phil Ohman. Lester Cutler was the producer, with Lew Collins as director, and Arthur St. Claire, Sherman Lowe and Mary Sheldon wrote the screen adaptation of Miss Sheldon's original story.

SCREEN ACTRESS LONGS FOR CAREER ON BROADWAY STAGE

Lillian Cornell's present status as a Hollywood screen actress has in no way interfered with her ambition to be a singing star of the Broadway stage.

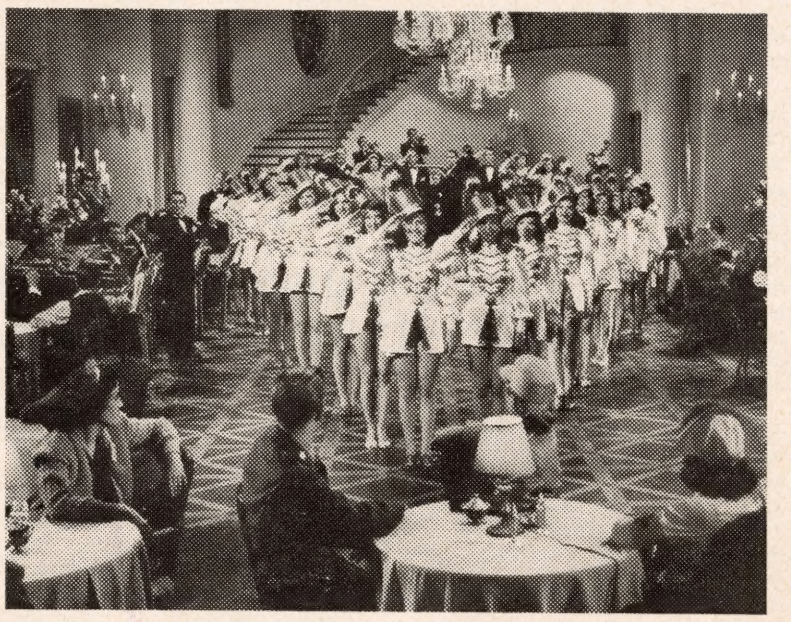
Miss Cornell comes to the ..... theatre on ..... in "Sweethearts of the U.S.A.," Monogram's gay screenmusical which features Una Merkel and the orchestras of Jan Garber, Phil Ohman and Henry King.

After attending private schools in Chicago and Indianapolis, Miss Cornell studied singing for three years at DePauw University, and then continued under a private tutor, with the result that she spent a year as a member of the Chicago Opera Company. Then she went into radio, under contract to the National Broadcasting Company, and on one occasion sang with the Minneapolis Symphony Orchestra, as well as on the Bing Crosby and other programs.

Miss Cornell's radio work brought a summons from Hollywood in 1940, and she made her screen debut in "Buck Benny Rides Again." She has continued in motion pictures ever since, but her great ambition still is to be a stage star in New York. She pursues her music study constantly, and has learned stage dancing, so as to be instantly available for her career on Broadway.

In addition to Miss Cornell, the cast appearing with Una Merkel in "Sweethearts of the U.S.A." includes Donald Novis, Parkyakarkus, Cobina Wright, Sr., Judith Gibson and many other popular entertainers. Lew Collins directed for producer Lester Cutler.

"SWEETHEARTS OF THE U. S. A."



A socialite's home is converted into a night club for the exclusive patronage of defense workers in the Monogram musical comedy, "Sweethearts of the U. S. A." screening now at the ..... theatre.
Two Column Scene Mat No. 20

Publicity

FALSE START DELAYED GIRL'S DEBUT IN MOTION PICTURES

Una Merkel used to wonder if unfriendly fates had conspired to keep her off the motion picture screen. But it was her own success on the stage which was partially responsible.

Miss Merkel comes to the ..... theatre on ..... in the featured role of "Sweethearts of the U.S.A.," the gay Monogram musical film which is filled with songs and pretty girls, and the lilting orchestra melodies of Jan Garber, Phil Ohman and Henry King.

After completing a course in a New York dramatic school some years ago, Una made her debut in the entertainment world through the medium of motion pictures, playing the role of Lillian Gish's sister. But the film was never completed, so the ambitious young actress was balked in her search for screen fame.

Next she turned to the stage, and secured a one-line part in "Isn't Life Wonderful," which launched her on a theatrical career of gradually increasing success. This reached its high point when for two years she played an important role opposite Helen Hayes in "Coquette." In her next play she was seen by the noted director, D. W. Griffith, who engaged her for his historical film, "Abraham Lincoln"—and finally, after many years, she actually appeared on the screen. She has since made more than 50 films.

The cast appearing with Miss Merkel in "Sweethearts of the U.S.A." includes Donald Novis, Parkyakarkus, Lillian Cornell, Joel Friend and Cobina Wright, Sr. Lester Cutler produced, with Lew Collins as director, and Mary Sheldon's original story was adapted by Arthur St. Claire, Sherman Lowe and Miss Sheldon.

DIALECT

Parkyakarkus became a Greek dialect comedian through the circumstance that his father was an importer in Boston, and as a young boy at his parent's place of business he came in contact with many Greek customers. Parkakarkus comes to the ..... theatre on ..... in the principal comedy role of "Sweethearts of the U.S.A.," the Monogram screenmusical featuring Una Merkel at the head of a cast which also includes Donald Novis.

JAN GARBER

Jan Garber as a young man was violin soloist with the Philadelphia Symphony Orchestra, and later conducted a 56-piece band in the United States Army. Garber's present orchestra, as well as those of Phil Ohman and Henry King, appears on the screen of the ..... theatre on ..... in "Sweethearts of the U.S.A.," the sparkling Monogram filmusical featuring Una Merkel and an exceptional cast of entertainers.

LARK CHANGED ADVERTISING MAN INTO RADIO COMEDIAN

Parkyakarkus made his debut in radio purely as a recreational hobby, with no thought of thus embarking on a professional career as a comedian.

The popular dialectician comes to the ..... theatre on ..... in "Sweethearts of the U.S.A.," the gay Monogram musical film which features Una Merkel at the head of an exceptional cast of entertainers.

"Parky" (or Harry Einstein, to use his true name) was the son of a Boston importer, and all through his boyhood came in contact with his father's Greek associates. By the time he was four years old he was "showing off" his Greek dialect before company. Later, when he entered business, he chose the advertising profession, and eventually became the highest paid excutive in this field in New England.

In 1923, more for his own amusement than anything else, Einstein made his first radio broadcast in Boston, and found himself literally dazed by his success. Importuned by the radio station to remain regularly on the air, he appeared each week thereafter, and eventually evolved the name of Parkyakarkus for a comedy Greek character who was supposed to be running for the office of mayor.

In the ensuing years the character became so popular that in 1935 the comedian was summoned to New York by Eddie Cantor, and gave an audition which resulted in his becoming an established part of the Cantor show. Parky now says that if he ever gets tired of his characterization he will go back to the advertising business—but apparently there has been no falling off in interest, either on the part of the comedian or the public.

In addition to Parkyakarkus, the cast appearing with Miss Merkel in "Sweethearts of the U.S.A." includes Donald Novis, Lillian Cornell, Cobina Wright, Sr., Ralph Sanford, Judith Gibson, Vince Barnett and the orchestras of Jan Garber, Phil Ohman and Henry King. Lew Collins directed for producer Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Miss Sheldon, Sherman Lowe and Arthur St. Claire.

Comedian Film Capital 'Ribber'

Vince Barnett is Hollywood's official "ribber."

For many years no banquet in the film capital was complete without the presence of the comedian, expressly for the purpose of heckling the visiting guest of honor. Barnett might be impersonating a college professor, a waiter or a foreign diplomat, but he never failed so to insult the unsuspecting celebrity that the latter was reduced a state of livid rage. The other diners kept their faces straight with difficulty, only to explode with laughter when the hoax was finally revealed.

Barnett comes to the ..... theater on ..... in "Sweethearts of the U.S.A.," the gay Monogram musical film which features Una Merkel, with Donald Novis, Parkyakarkus, Lillian Cornell, Marion Martin and Cobina Wright, Sr. Also featured in this tuneful picture are the orcestras of Jan Garber, Phil Ohman and Henry King.

UNA MERKEL FIRST ACTRESS TO VISIT SO. PACIFIC AREA

As soon as she had finished playing the featured role in the Monogram musical film, "Sweethearts of the U.S.A.," Una Merkel went to the South Seas with Gary Cooper, Phyllis Brooks and Andy Acari, forming a USO overseas unit entertaining service man at many camps and forward outposts in Australia and New Guinea. Una and Phyllis were the first Hollywood film actresses to make the long and perilous trip to the United Nations boys fighting Down Under.

The cast appearing with Miss Merkel in "Sweethearts of the U.S.A.," which comes to the ..... theatre on ....., includes Donald Novis, Parkyakarkus, Lillian Cornell, Ralph Sanford, Marion Martin, large choruses of dancing beauties and the orchestras of Jan Garber, Phil Ohman and Henry King.

JAN GARBER AND RHUMBAISTS

Genial Jan Garber leads his orchestra through a rhumba tune while Judith Gibson and Joel Friend entertain defense workers in this scene from the sparkling Monogram film, "Sweethearts of the U. S. A." current at the ..... theatre.

Two Column Scene Mat No. 21

SINGING STAR RETURNS TO SCREEN IN MUSICAL FILM

A real "comeback" from an almost tragic situation has been the good fortune of Donald Novis, for years recognized as one of America's sweetest tenors, and a popular favorite of radio and night clubs.

Novis makes his reappearance on the screen in the principal singing role of "Sweethearts of the U.S.A.," the rollicking Monogram musical film which comes to the ..... theatre on ....., with Una Merkel in the featured role.

Several years ago Novis won the Atwater Kent $5,000 award following auditions by singers in all parts of the United States, and shortly afterward embarked on a radio career which established him as one of the most popular voices of the airlanes. He also sang for long engagements at many of the country's leading hotels and night clubs.

It was his work in the starring role of "Jumbo," the Billy Rose circus spectacle at New York's Hippodrome in 1936, that brought about a temporary ending to Novis' career. Not only did he sing many songs at each performance, but his role callled for him to ride a fast horse in a huge sawdust ring, inhaling the dust and smoke with which the air was laden. His throat and lungs became so irritated that his singing voice was definitely impaired, and for more than a year his voice coach did not allow him to sing a note. Gradually, however, his magnificent tones returned, and he is now in the finest voice of his life.

In addition to Novis, the cast appearing with Una Merkel in "Sweethearts of the U.S.A." includes Parkyakarkus, Lillian Cornell, Cobina Wright, Sr., Ralph Sanford and Vince Barnett, as well as the orchestras of Jan Garber, Phil Ohman and Henry King. Lew Collins directed for producer Lester Cutler, and Arthur St. Claire. Sherman Lowe and Mary Sheldon adapted the original story by the latter. Songs were written by Lew Pollack, Charles Newman and Joe Goodwins.

LOVE IN BLOOM

Judith Gibson and Joel Friend are young lovers in the Monogram film, "Sweethearts of the U. S. A." at the ..... theatre.

One Col. Scene Mat No. 1

Songs Fill New Musical Film

Many of the most tuneful of the season's catchy new songs were written for "Sweethearts of the U.S.A.," the Monogram screenmusical which comes to the ..... theatre on ....., with Una Merkel in the featured role. And practically all the principal members alternate in taking part in the singing.

All are brought together in the rendition of 'We're the Ones," the participants including Miss Merkell, Donald Novis, Parkyakarkus, Lillian Cornell, Judith Gibson and Joel Friend. "Sweethearts of the U.S.A.," theme song of the picture, is done by Novis, winner of the Atwater Kent audition and long one of the Pacific Coast's most popular vocalists. Novis also sings two lilting duets with Miss Cornell—"That Reminds Me" and "All the Latin I Know Is Si Si." The hilarious Parkyakarkus sings "You Can't Brush Off a Russian," and with Miss Merkel and Miss Cornell does "Hold Onto Your Hat." There are also piano solos by Phil Ohman and Henry King, whose orchestras are featured along with that of Jan Garber.

Music of the theme song was composed by Joe Goodwins, with lyrics by Lew Pollack, and all other songs were written by Pollack and Charles Newman.

"Sweethearts of the U.S.A." was directed by Lew Collins under the production supervision of Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Miss Sheldon, Arthur St. Claire and Sherman Lowe.

HENRY KING

Henry King studied piano for six years in New York under the tutelage of the famous Walter Damrosch, and later completed his training in England, finally signalizing his entry into the field of American orchestra conductors by playing for four seasons at the Embassy Club in Miami. King's orchestra, as well as those of Jan Garber and Phil Ohman, appears on the screen of the ..... theatre on ..... in "Sweethearts of the U.S.A.," the gay Monogram musical film featuring Una Merkel.

ADMAN

Parkyakarkus, comedian whose real name is Harry Einstein, was at one time the highest paid advertising executive in New England, and says he would go back to his former business if he ever tired of being professionally comical. Parky comes to the ..... theatre on ..... in "Sweethearts of the U.S.A."

JAN GARBER WAS VIRTUOSO OF VIOLIN AS YOUNG MAN

A budding violinist takes an awful chance when he becomes a semi-professional baseball player as a sideline. But that's what Jan Garber did as a youth—and in the role of a catcher, at that.

Garber and his orchestra are one of the three top-flight bands coming to the ..... theatre on ..... in "Sweethearts of the U.S.A.," the tuneful Monogram musical picture featuring Una Merkel.

It was while Garber was a violin student at the Coombs Conservatory in Philadelphia that he dabbled in baseball. None of his fingers were broken, but his nose was, and thenceforth he applied himself exclusively to the violin. He was such a diligent student, indeed, that while still in his teens he was a featured soloist with the Philadelphia Symphony Orchestra.

One of the first to enlist after the United States entered the first World War, Garber was immediately made conductor of a 56-piece band on the strength of his extensive classical training, and it was this circumstance that definitely fixed his future career. He has been at the head of his own orchestra ever since, playing for long periods in many of the country's outstanding hotels and resorts.

The other bands appearing in "Sweethearts of the U.S.A." are those of Phil Ohman and Henry King. The cast appearing with Una Merkel includes Donald Novis, Parkyakarkus, Lillian Cornell, Cobina Wright, Sr., Judith Gibson, Ralph Sanford and Marion Martin. Lew Collins directed under the production supervision of Lester Cutler, and the original story by Mary Sheldon was adapted for the screen by Arthur St. Claire, Sherman Lowe and Miss Sheldon.

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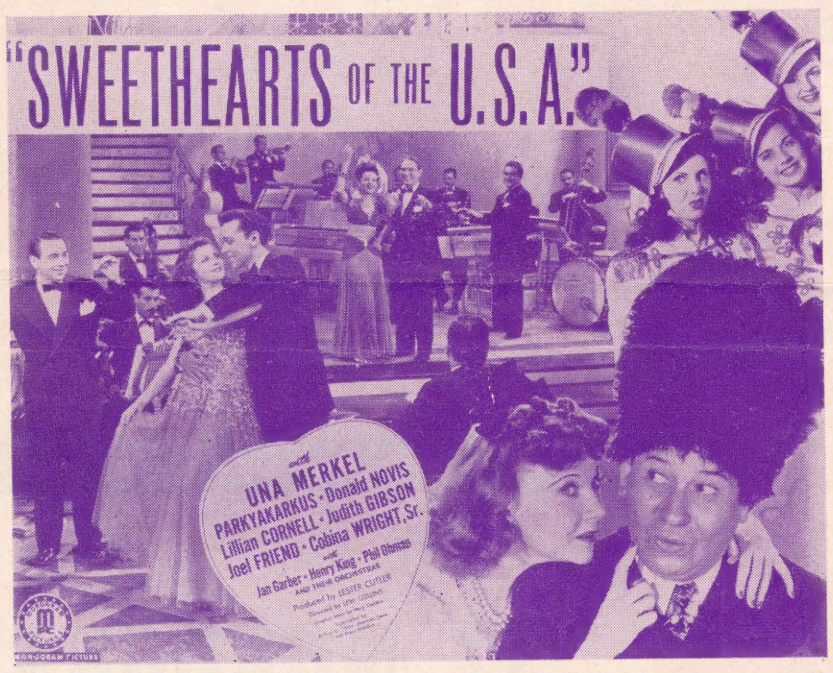

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